

**IN THE SUBSTITUTE SPECIFICATION:**

Please cancel paragraph 017 of the substitute specification, as filed. Please replace that cancelled paragraph with replacement paragraph 017, as follows:

[017] During the threading process, in one particularly advantageous embodiment of the present invention, the drive in the region of the end of the threading path, such as, for example, in the region of the superstructure of the printing press, is operated with the speed of the threading device or the electric motor speed being regulated, while the drive in the region of the beginning of the threading path, such as, for example, in the region of the reel changer is operated with respect to a torque, such as, for example, to maintain a constant retaining, holdback or resistance torque. In this manner, an even threading process is made possible and a particular tension of the web is made certain during the material web threading process. This process, through the regulation of both motor speed and torque, prevents so-called "bags" from forming in the web travel path, due to too low of a tension, or prevent a dancer roller, which may be located in the web travel path, from being loaded with a too widely deviating web tension. In the latter case, when the printing machine was started, for example, extremely high deviations from target values, and therefore high amplitudes of regulating systems would occur. "Incorrect" web tensions in the startup phase, such as too high tensions or too low tensions, due to "bag" formation could then easily lead to web tears, or at least to an unnecessarily high amount of web distortion or maculation.